

The Digital Dividend

Unusual times call for extraordinary marketing. With the world-to-be coming ever closer (it's actually arrived in sectors like property, retail and logistics) at GoRefCo we're intent on making astonishing the next normal. So, hire an agency with people who understand the digital dividend available as this new decade unfolds. Us.

MESSAGE FROM OUR MANAGING DIRECTOR

These past 12 months we've added several new customers to our happy band. They love our quality. We always hit deadlines. We're nice people. We're digital. We produce videos and trailers, we've got a thriving podcast factory, we invented the iStudy, we create infographics, we inhabit social media. So, what's not to like? Simple. Sum those things up, add our extensive industry contacts, and you've got a perfect digital PR machine. Some already know that, but we don't say enough about it. We'll be kicking off that new conversation in 2021.



Imaginative

content marketing



Ingenious

digital PR



Focused

on IT and telecoms



Present

in 23 countries



WHAT'S TRENDING? PODCASTING.



There's a massive, untapped audience for B2B podcasts. Consider this: monthly podcast listeners have grown 54% in 3 years. That stat is from the US, but the effects are being seen in the UK. Big time. Amazingly, podcasting hasn't yet hit content shock – it's still fast-growing and smartphones make consumption much easier. If you're looking to reach new audiences add podcasting to your content marketing mix. Exercise brains; make the most of commute time.

Click the icon above to hear how to do it.

TRAILER TRASH? NOT US.



"How can I drive more traffic to our website," asked a client marketing manager. We came up with the video trailer. Produced in filmic style, trailers are 30-second mini-videos. Using footage from the main feature, they're overlaid with dramatic music. As MP4 files, they're playable on any device – ideal as email attachments for account managers, customers, social and PR. Leave them wanting more.

Click on the icon above to check out the Kinross Gold trailer.



USE CASE OF THE MONTH.



An Iron Mountain account manager had to prove the worth of the Secure IT Asset Disposition (SITAD) to his customer. Marketing came riding to the rescue. An iStudy was used as argumentation. Featuring engineering consulting firm Mott MacDonald, it contained quantified SITAD proof points, which compellingly brought the value to life. A fortnight later the customer signed the contract. Sometimes it's really that simple.

Click on the icon to view the Iron Mountain Mott MacDonald iStudy.

FEATURES

Aunt Mary's Advice

Dear Mary,
My partner treats me so badly. He hits me monthly with a huge retainer. But I'm never sure what I'm getting in return. And I spend hours and hours rearranging my briefs. What should I do?
Concerned of Castle Bromwich

Dear Concerned,
He clearly doesn't understand you. Consult the contract and run through his services with him. To reduce outgoings, consider per-item shopping with a separate sum for housekeeping. Make him prove his worth.
Mary.

To get Mary's advice send an email to connect@gorefco.com with subject line "Question for Mary"

Pithy Posts

Ghost-writing blogs is a favourite past time of ours. And we've found that going against the flow can often pull in more readers than sticking to the same old same old.

Take a look at this [Blockchain contribution](#) we wrote for our customer, Telehouse. That was back in March 2019. Yet the industry's still waiting for its first riveting Blockchain use case.

Sometimes the most valuable form of thought leadership can be discriminating between flavour of the month and truly transformational technology.

For more examples of our work visit: gorefco.com/work

Upcoming Awards

SAP Innovation Awards
[Submission date: 02/02/2021](#)

Real IT Awards (RITAs)
[Submission date: 02/02/2021](#)

British Data Awards 2021
[Submission date: 19/03/2021](#)

Datacloud Global Awards
[Submission date: 31/03/2021](#)

Spotlight your company's achievements. Reach out to [GoRefCo](#), we'd be delighted to help.